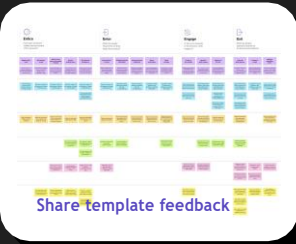




# Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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How to use



## PERSONAL EXPENSE TRACKER APPLICATION

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### Document an Existing Experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Hearing about app from friends</div><div>Browse available plans</div><div>View single plan</div><div>Seeing their friends use and benefit from the app, customers get to know about the app</div><div>The customer then sees all available plans according to their needs</div><div>After viewing different plans offered by the app, a customer clicks on view more of an interested plan to know more about the plan</div></div>	<div><div>Start purchase of a plan</div><div>Complete payment information</div><div>Confirm payment &amp; plan</div><div>Email confirmation</div><div>Email alerts</div><div>After deciding to go with a particular plan, they click the Purchase button</div><div>They fill out their contact and credit card information, then continue</div><div>They see a summary of what they are about to purchase, then they confirm and the plan is added to dashboard</div><div>A confirmation email is sent to the customer confirming the fact that they have chosen the plan</div><div>All alerts regarding spending information. Customer can see how much money they have saved and sent an email to the customer as they might forget about the app.</div></div>	<div><div>Graphical Visuals</div><div>Adding Goals</div><div>Recommendations</div><div>While using the app customers can see how much they have spent on categories which gives them an overall understanding of where they are spending and how much they are spending</div><div>While using a plan a customer can add a goal which they want to achieve and the app will show how far they are from achieving their goal</div><div>The app will at times suggest the user of how they can change their spending habits to reach their goals</div></div>	<div><div>Prompt for review</div><div>Prompt for review</div><div>Once the plan is over for a google form is sent to the customer where they can share their experience and their positive and negative experiences.</div><div>The customer shares their experiences and gives a rating for the particular plan.</div></div>	<div><div>Plan gets added to user history</div><div>Suggesting new plans</div><div>Once a user has completed a particular plan offered by the app, the plan moves to the user history of the app.</div><div>Once a plan is over the app recommends new plans based on how the customer used their old plans</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>Interaction with AI chatbpt</div></div>				
<div><div></div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>					
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>					
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>					
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>					

